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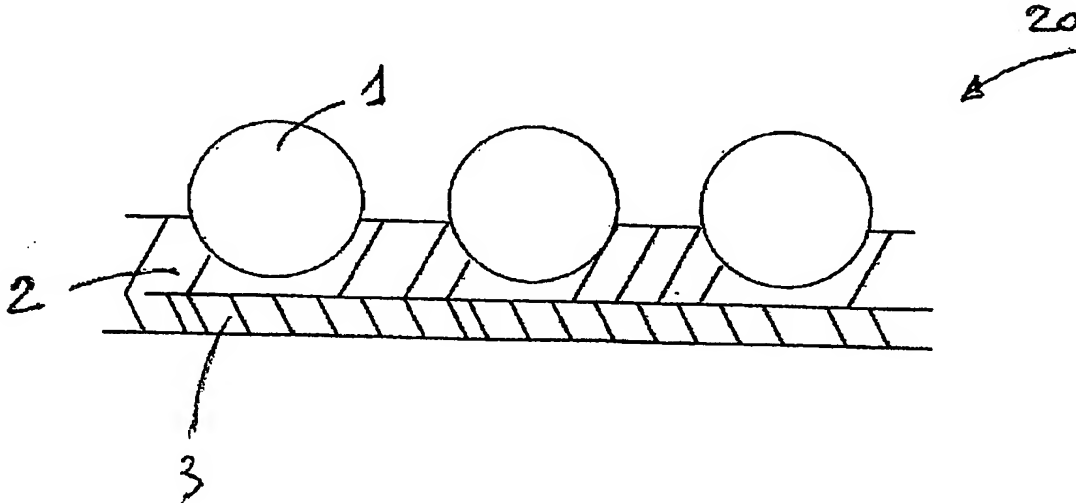
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(54) Title: PROCESS FOR MANUFACTURING RETROREFLECTIVE PRINTED MATERIAL



(57) Abstract: The present invention relates to a retroreflective printed product on fabrics a for use in clothing, sportswear, footwear and accessories with a lightreflecting effect, with good design flexibility which ensure trend-setting fashion sense as well as safety sense due to high visibility. More particularly, the invention deals with a continuous, flexible printing process without pollution and effluence, which use a printed mono- or multi-coloured design on paper base or other plastic base to be transferred over the surface of a layer (20) of glass microspheres (1) that are partially embedded in a support sheet (2) and coated with a very thin layer (5) of transparent thermo-adhesive bi-component polyurethane.